

Menthol Launch: Key issues to be resolved

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Description	Status	Action Required	By When
Compressed t-shirt	Design samples sent 3/28 to L. Steen for review and decision.	L. Steen securing appropriate syquest disk to be sent directly to GMR. L. Steen would like to revise graphics-take out pack, use Parliament Menthol Lights as tag line outside of beach scene. GMR to provide thumbnail sketch possibilities via fax 4/9. Production time becoming very tight-final decisions critical.	4/9
Survey form	Discussed possible revisions and additional questions on conference call with brand.	L. Steen to provide direction-awaiting input.	4/12
Invitation to flagship parties	Revised format sent 4/4 to PM. L. Steen reviewing invitation and will provide further direction 4/5.	GMR to revise and present new draft versions, based on brand direction via fax. Final boards to be developed after copy and look approved.	4/9
JSI information for Metro party mailing	Information requested by L.Steen-due 4/1.	Brand prefers younger mood, hipper, fun invitation. Current version has too much copy, too formal, colors too dark. Revisions to reflect above, and focus on free cover for a friend, fun, prizes, party, and the club.	4/12 latest

Menthol Launch: Key issues to be resolved (cont')

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Description	Status	Action Required	By When
Counter Card	Artwork sent to PM 4/4.	Revise copy-remove "Play Games", and fax draft revisions to brand for review. Graphics and image should remain the same.	4/9
Wristbands	Artwork sent to PM 4/4.	Change to white wristbands, with brighter green imprinting, PMS 334.	4/9
Lighting gobo	Will demonstrate projected gobo 4/10 meeting.	Approval pending demonstration 4/10. Gobos will be tailored to each market/NYC, Boston, Philadelphia.	4/10
Green lens sunglasses	Factory production issues-vendor unable to deliver until end of May.	Decide to order glasses for summer or cancel order entirely.	4/10
Green cap	Suggested replacement incentive item for the green lens sunglasses. Sample and artwork sent to PM 4/4.	GMR to present additional green cap options 4/10 meeting. Sample green cap not approved per L. Steen. Brand would prefer a different brighter/emerald green, or perhaps a green tropical print. Artwork to be revised: Green Zone on front of cap, Parliament Menthol Lights on back.	4/10
Banners (3' x5')	Awaiting artwork.	Need syquest disk to produce 3'x5' ad banner.	4/9
Large banners from Menthol kick-off	Warning box to be added if used in club promotion. M. Medina getting dimensions and details.	Maria Medina to advise upon discussion with legal. If allowed, L. Steen to provide banners and dimensions to M. Medina.	4/10

Additional Materials: Approved and Ordered for Menthol Launch Program

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Premiums	Quantity
Lighters	10,000
Dog Tags	2,500
T-Shirts	
- Compressed packed premiums	3,000
- Not packed	600
Bar Materials	Quantity
Cups 12oz.	25,000
Ashtrays	1,000
Napkins	12,000
Miscellaneous	Quantity
Green Scene Game cards	7,500
Uniforms	Quantity TBD
Green Glow Necklaces (for surveyors & staff use only)	600

Additional Significant Issues to be Resolved:

ISSUE	STATUS
• Rapid Response has been completed for winter program.	Contract remains outstanding. GMR to provide original estimate, 4/8, to E. Moore who will initiate contract.
• Advertising -Parliament Summer	Per brand notification 4/4-first closing date 4/12 for the Hamptons Handbook. GMR to provide preliminary design to meet closing 4/10. Revised Summer Parliament '96 layout to be provided week of 4/15.